

What is claimed is:

1 1. A system for providing advertising on a hypertext
2 network, comprising:
3 a. a network;
4 b. a server having advertisements, said server
5 connected to said network;
6 c. a client computer having a browser, said
7 client computer connected to said network,
8 said advertisement server sending said
9 advertisements in sequence from said server to
10 said client computer at the request of said
11 client computer;
12 d. advertising software on said client computer,
13 said advertising software functioning as an
14 overlay to said browser, said advertising
15 software displaying said advertisements in
16 sequence on said client computer while
17 maintaining the functionality of said browser.

1 2. The system of claim 1, wherein a media clip related
2 to the presently displayed advertisement is shown on
3 said client computer when requested by a user.

1 3. The system of claim 1, wherein a secure purchase
2 transaction is effectuated through said client computer
3 at the user's request.

1 4. The system of claim 1, further comprising a sales
2 agent, wherein communications are established between
3 said sales agent and a user at the user's request.

1 5. The system of claim 1, further comprising
2 advertising topics that are selectable by a user,
3 wherein advertisements pertaining to said advertising
4 topics selected by a user are displayed to the user.

Sub A

1 6. The system of claim 1, further comprising a help
2 page on said advertising server, said help page
3 displayed to the user at the user's request.

1 7. The system of claim 1, further comprising an
2 advertisement service home page on said server, said
3 home page displayed to a user at the user's request.

1 8. The system of claim 1, wherein said advertisement
2 comprises at least one link that loads and displays a

Sub A

1 page in said browser area when selected by a user.

*Su b 4
a*
1 9. The system of claim 1, wherein advertisements
2 related to pages displayed to a user at the user's
3 request are displayed to the user.

1 10. The system of claim 1, further comprising an
2 electronic coupon that may be selected by a user,
3 wherein said electronic coupon is stored on said client
4 computer and redeemed by the user during a secure
5 purchase transaction.

1 11. The system of claim 1, wherein a previously
2 displayed advertisement is displayed to a user at the
3 user's request.

*Su b 4
a*
1 12. The system of claim 1, wherein the sequence of
2 advertisements displayed to the user is paused at the
3 user's request.

1 13. A system for providing advertising on a hypertext
2 network, comprising:
3 a. a network;

- b. a server having advertisements, said server connected to said network;
- c. a client computer having a browser, said client computer connected to said network, said server sending said advertisements in sequence from said server to said client computer at the request of said client computer;
- d. advertising software on said client computer, said advertising software functioning as an overlay to said browser, said advertising software operating in conjunction with said browser to display a screen on said client computer comprising:
 - i. a browser area, said browser area comprising a page display area and software controls displayed by said browser when said browser operates without said advertising software;
 - ii. an advertising area comprising:
 - a. a control area having a pause button, a step back button, and a step forward button by which the

1 presentation of advertisements
2 controlled by a user;
3 b. a display area where advertisements
4 are displayed in sequence to the
5 user;
6 c. a transaction area having a secure
7 purchase button for effectuating a
8 secure purchase transaction at the
9 user's request.

Su b
A ✓
1 14. The system of claim 13, further comprising a sales
2 agent, wherein said transaction area further comprises a
3 sales agent button for effectuating communications
4 between a user and said sales agent at the user's
5 request.

1 15. The system of claim 13, further comprising a help
2 page on said server, and said advertisement area further
3 comprising a help button wherein said help page is
4 displayed in said browser area when said help button is
5 selected by a user.

1 16. The system of claim 13, further comprising

1 multimedia information on said server, wherein said
2 advertising area further comprises a multimedia button,
3 and wherein said multimedia information is displayed in
4 said browser area when said multimedia button is
5 selected by a user.

17. The system of claim 13, further comprising a home
page on said server, and wherein said advertising area
further comprises a home page button, and wherein said
home page is displayed in said browser area when said
home page button is selected by a user.

18. The system of claim 13, wherein said advertising
area further comprises an advertising topic list, and
wherein said advertisements pertaining to topics
selected by a user are displayed in said advertising
display area.

19. The system of claim 13, wherein said advertisement
comprises at least one link that loads and displays a
page in said browser area when selected by a user.

20. The system of claim 13, wherein said server targets

1 said advertisements to a user, said server transmitting
2 advertisements related to pages displayed through said
3 browser on said client computer at the user's request.

1 21. The system of claim 13, wherein an advertisement is
2 stored on said client computer as an electronic coupon
3 when selected by a user, said electronic coupon
4 redeemable during a secure purchase transaction.

Sub A
1 22. A method for providing advertising on a hypertext
2 network, comprising the steps of:
3 a. loading advertising software from a server on
4 a client computer with a browser at a user's
5 request, said software dividing the client
6 computer screen into a browser area and an
7 advertising area;
8 b. streaming a sequence of advertisements from
9 said server to said client computer at the
10 request of said client computer;
11 c. displaying said advertisements to the user in
12 said advertising area while maintaining the
13 original functionality of the browser in the
14 browser area.

1 23. The method of claim 22, further comprising the step
2 of pausing the display of advertisements at the request
3 of the user.

1 24. The method of claim 22, further comprising the
2 steps of caching a predetermined number of
3 advertisements on the client computer, pausing the
4 display of the sequence of advertisements and stepping
5 backward and forward through and displaying said cached
6 advertisements to the user at the user's request.

1 25. The method of claim 22, further comprising the step
2 of immediately displaying the next advertisement in said
3 advertisement area at the user's request.

1 26. The method of claim 22, further comprising the step
2 of effectuating a secure purchase of an item shown in
3 the presently displayed advertisement at the user's
4 request.

1 27. The method of claim 22, further comprising the step
2 of establishing communications between the user and a

1 sales agent representing the sponsor of the presently
2 displayed advertisement at the user's request.

1 28. The method of claim 22, further comprising the step
2 of showing to the user multimedia information pertaining
3 to the presently displayed advertisement at the user's
4 request.

1 29. The method of claim 22, further comprising the step
2 of showing an advertising service home page to the user
3 at the user's request.

1 30. The method of claim 22, further comprising the step
2 of showing an advertising service help page to the user
3 at the user's request.

1 31. The method of claim 22, further comprising the
2 steps of displaying a list of advertising topics to a
3 user and displaying advertisements in said advertisement
4 area pertaining to said advertising topics selected by
5 the user.

1 32. The method of claim 22, further comprising the step

1 of displaying an advertiser page in the browser area
2 when the advertisement shown in the advertising area is
3 selected by a user.

1 33. The method of claim 22, further comprising the
2 steps of determining the topics of pages viewed through
3 said browser on said client computer at the user's
4 request, selecting advertisements related to said
5 topics, and transmitting said advertisements related to
6 said topics to said client computer.

1 34. The method of claim 22, further comprising the
2 steps of storing an electronic coupon when selected by a
3 user, and redeeming said electronic coupon during a
4 secure purchase transaction at the request of a user.

1 35. A method of effectuating a secure purchase
2 transaction on a hypertext network, comprising the steps
3 of:
4 a. loading advertising software from a server on
5 a client computer with a browser at a user's
6 request, said software dividing the client
7 computer screen into a browser area and an

- 1 advertisement area;
- 2 b. streaming a sequence of advertisements from
- 3 p said server to said client computer at ^{an} ~~the~~
- 4 request of said client computer;
- 5 c. displaying said advertisements to the user in
- 6 said advertisement area while maintaining the
- 7 original functionality of the browser in the
- 8 browser area;
- 9 d. accepting a secure purchase request from a
- 10 p user for ^{an} ~~the~~ item offered in a presently
- 11 displayed advertisement;
- 12 e. accepting purchaser information from the user.

1 36. The method of claim 35, wherein said secure
2 purchase information comprises the credit card
3 information, said credit card information comprising the
4 name of the credit card vendor, the user's name and
5 credit card number, and the expiration date of the
6 user's credit card.

1 37. A method of preregistering user purchaser
2 information, comprising the steps of:
3 a. obtaining user purchaser information;

1 b. storing said user purchaser information on
2 said server;
3 c. associating said user purchaser information
4 with a confidential authentication password,
5 said password known to the user and recognized
6 by said server.

Sub A

1 38. The method of claim 37, wherein said purchaser
2 information comprises credit card information, said
3 credit card information comprising the name of the
4 credit card vendor, the user's name and credit card
5 number, and the expiration date of the user's credit
6 card.

Sub A

1 39. The method of claim 37, wherein said purchaser
2 information comprises the user's shipping address.

1 40. The method of claim 37, further comprising the
2 steps of storing an electronic coupon when said
3 advertisement is selected by a user, and redeeming said
4 electronic coupon during a secure purchase transaction
5 at the request of a user.

37

1 41. A method of effectuating a secure purchase
2 transaction on a hypertext network, comprising the steps
3 of:
4 a. loading advertising software from a server on
5 a client computer with a browser at a user's
6 request, said software dividing the screen of
7 said client computer into a browser area and
8 an advertising area;
9 b. streaming a sequence of advertisements from
10 said server to said client computer;
11 c. displaying said advertisement to the user in
12 said advertising area while maintaining the
13 original functionality of the browser in the
14 browser area;
15 d. accepting a secure purchase request from a
16 user for the item offered in a presently
17 displayed advertisement;
18 e. accepting a confidential authentication
19 password from the user;
20 f. forwarding preregistered purchaser information
21 to the sponsor of said presently displayed
22 advertisement if the confidential
23 authentication password provided by the user

39

1 matches a confidential authentication password
2 stored on said server, and generating an error
3 message if said password provided by the user
4 does not match said password stored on said
5 server.

38 37
1 42. The method of claim 41, further comprising the
2 steps of storing an electronic coupon when said
3 advertisement is selected by a user, and redeeming said
4 electronic coupon during a secure purchase transaction
5 at the request of a user.

1 43. A system for providing advertising to a user
2 through a hypertext network, comprising:
3 a. advertising means for providing advertisements
4 to a user;
5 b. server means for storing said advertising
6 means and accepting secure purchase data from
7 a user;
8 c. client means for loading said advertisement
9 means and displaying said advertisements to a
10 user; and
11 c. network means for interconnecting said server

1 means with said client means;

1 44. The system of claim 43, further comprising means
2 for identifying the topics of pages displayed by said
3 client means, means for selecting said advertisements
4 corresponding to said topics, and means for streaming
5 said selected advertisements to said client means at the
6 request of said client means.

1 45. A system for providing advertising to a user
2 through a hypertext network, comprising:
3 a. advertising means for providing advertisements
4 to a user;
5 b. server means for storing said advertising
6 means and accepting secure purchase data from
7 a user;
8 c. client means for loading said advertising
9 means and displaying said advertisements to a
10 user;
11 d. browser means for displaying pages to a user
12 on said client means;
13 e. network means for interconnecting said server
14 means with said client means;

Swa

1 46. The system of claim 45, further comprising means
2 for identifying the topics of pages displayed by said
3 client means, means for selecting said advertisements
4 corresponding to said topics, and means for transmitting
5 said selected advertisements to said client means.

1 47. The system of claim 45, further comprising means
2 for storing an electronic coupon at the request of a
3 user, and means for redeeming said electronic coupon
4 when requested by a user.

add 10
a